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Barlow Thesis

THE HORTICULTURIST

AND

HIS OPPORTUNITY FOR FIRST CLASS TRADE

IN

PHILADELPHIA

****

SUBMITTED IN COMPETITION

FOR

THE THOMAS W. BARLOW PRIZE

BY

"HOME"

***

THE PENNSYLVANIA STATE COLLEGE

1911

Smith

OUTLINE

AND

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THE HORTICULTURIST

AND

HIS OPPORTUNITY FOR FIRST CLASS TRADE

IN

PHILADELPHIA

****

CHAPTER I

BASIS OF INVESTIGATION

Reason

The farmer has failed to study the business end of his profession. The researches of science in the field of agriculture have been recorded in a vast amount of literature. The latter deals with all forms of agricultural products from the time of their inception to the time they are ready to be sold-and there stops. A careful study of the selling phase has yet to be made. Even in the agricultural colleges the instructors are just beginning to realize the importance of this subject.

The reason for this retarded development has been because the investigator is primarily a scientific man and has directed his energies toward excellence of production rather than toward excellence of distribution. Furthermore, those isolated examples of producers who have carefully studied the special opportunities of select trade have been either too busy in meeting its demands or too jealous of their personal interests to contribute the information resulting

from their experience. After all, it is the economic side of the problem that makes the most direct appeal-the matter of dollars and cents. For this reason the farmer should inform himself as to the position of the distributer and of the consumer of his products so as to sell to the best advantage.

Place

The relation of the horticulturist to first class trade is herein submitted as the result of original and personal investigation. Philadelphia is typical of the larger cities of the east, that section in which the wealth of the country is largely concentrated. Its geographical location makes it one of the best markets in the United States and the people are willing to pay well for what they want.

The reason for the study of conditions in Philadelphia comes from the fact that the writer lives in a country district twenty five miles distant, and hopes to make this city his market at some future time. Hence this article, from his standpoint, is an investigation of a concrete business proposition.

Methods

With the desired class of trade in mind and with a more or less general knowledge of the possibilities of the agricultural conditions of the home section, the desires and opinions of the trade were sought thru correspondence and personal interview. A sample letter of inquiry is inserted. Fruit stores, cafes, and pure food stores were the representa-

tive types examined. It was the original intention to get the ideas of the ultimate consumer also, but this study was found to be impossible in the time and under the conditions allotted. Where ever possible, the managers of the establishments were seen. These men were very considerate and were always willing to cooperate, as the spirit of their enclosed letters testifies.

Objects

The primary object was to get the advice of the trade as to the opportunity of supplying them with horticultural products and to receive the suggestions resulting from their business experience. Such information, it is hoped, will later be of service in shaping the agricultural policy of the writer.

COPY.

April 24 h. 1911.

Henry .Hallowell & Son,

Philadelphia,Pa.

Gentlemen:

Your establishment is the distributer of fancy fruits.I am a student at State College and am studying my job so as to produce high quality horticultural products.Our interests are therefore mutual.

The conspicuous weak point of the present day farmer is his inability to master the selling end of the business and to produce farm products of a high standard. Farmers have given too little attention toward better meeting the demands of such a trade as yours and I am writing for suggestions from you along this line.In addition,I would like to know what opportunity there is for the small producer supplying you direct with high class products. Have you ever considered a plan whereby your store is supplied direct from a farm or greenhouse which you control?

Upon I may have your viewpoint and learn your desires in the lines enumerated,I am,

Yours very truly,

P.S.If you have any literature relative to your store I trust you will supply me with same.

CHAPTER II

FRUIT STORES

Henry R.Hallowell & Son

Henry R.Hallowell & Son,on Broad street below Chestnut,have one of the finest fruit stores in the world. It is in the hotel district near the railroad terminals and its trade is largely with travelers and persons of wealth. The characteristic feature of this store is the unusual attractiveness of its fruit display.Everything is of the highest quality and the place looks more like a showroom than a store.Their specialties are fruit and vegetables that are out of season.Greenhouse tomatoes and mushrooms are supplied direct by local producers.The prices for the latter were such as to make them unprofitable for the grower last season.The only other products which could be supplied locally are extra fine peaches,ripened on the trees,and Smokehouse apples,which do well in south eastern Pennsylvania and which are in special demand on the Philadelphia market.

A letter from a horticultural business firm in New Jersey,with an accompanying advertisement,was received by Hallowells and is inserted on a seperate page.This letter is interesting not because of the object of inquiry but because of the modern business like method of inquiry.It is an excellent example of the fact that business men are realizing the opportunity of catering to a select trade by using standard business forms.

Hot-House & Imported Fruits for the Easter Season

CONSIDER what great strides in the assembling of perishable specialties has been accomplished in the last few years, when we have for you this Easter season, at very reasonable cost, fresh NECTARINES and KELSEY PLUMS in the most perfect condition, from Cape Colony, South Africa.

ENGLISH HOT-HOUSE GRAPES from London.

LARGE ASPARAGUS, 12 stalks to the bunch, from California.

LARGE STRAWBERRIES, all selected, from Florida.

HOT-HOUSE PEACHES from Brussels, Belgium.

FANCY APPLES (that will bear comparison with the hot-house fruits) from Oregon, which were harvested last September.

LARGE BEURRE D'ANJOU PEARS from the State of Washington.

The always popular Indian River ORANGES and GRAPE FRUIT from Florida.

Well-bunched and pink Almeria GRAPES from Spain.

Many fancy-shaped Baskets and Hampers, from $5 upwards, arranged in any way to suit, delivered when you please, anywhere.

Many other nearby hot-house specialties, everything graded to the standard which we demand, which is harder ts obtain than to dispose of.

Hoping to have the pleasure of serving you, we are

Yours truly,

HENRY R. HALLOWELL & SON

Broad Street below Chestnut
Philadelphia

HENRY R. HALLOWELL & SON

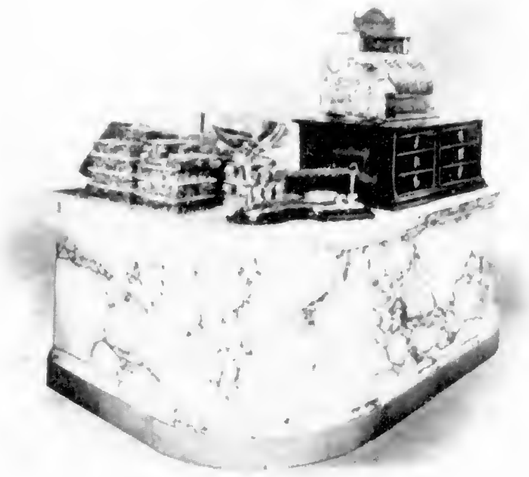
The most comp
plete store of its
kind in the
world

HENRY R HALLOWELL & SON

THE REAL ESTATE
TRUST CO
BUILDING

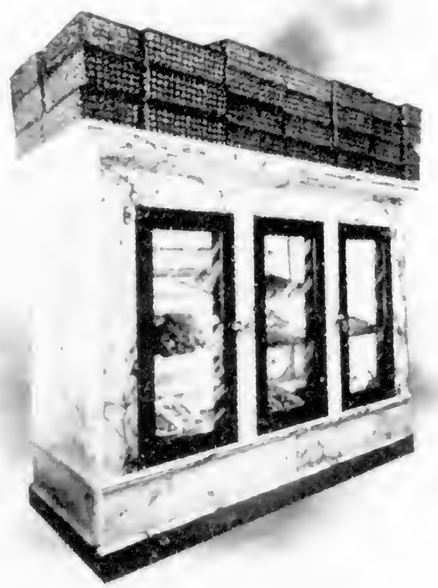
FOOD AND
CONCOURSE

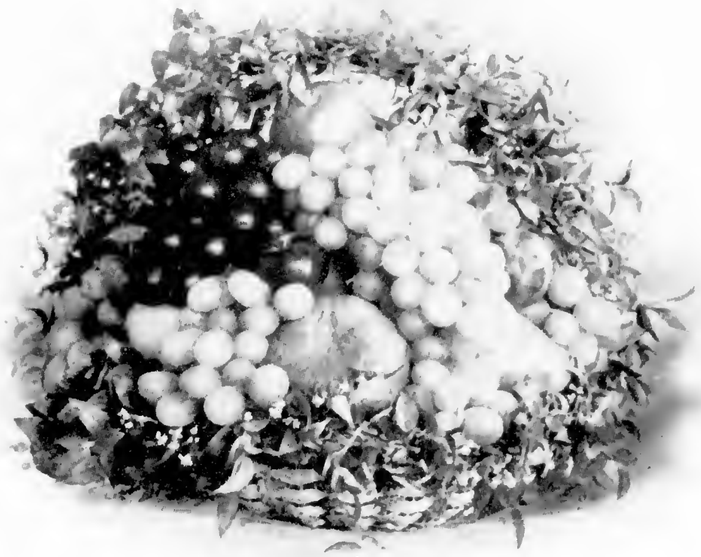
A Fruit Store where you will find on display all the various Hot House and Fancy Fruits from every quarter of the globe



STEAMER
HARPER

A VIEW OF
THE STORE





A GIFT
BASKET

A CORNER
DISPLAY

ELLIOT & KEY
PRESS.

CORRESPONDENTS IN BOSTON, PHILADELPHIA, NEWARK, NEW YORK, AND LONDON, ENGLAND

MAURICE F. FINCKEN

INCORPORATED

Horticulturists, Orchardists and Shippers

SPRAY CHEMICALS, PUMPS AND ALL ORCHARD EQUIPMENT

"A SQUARE DEAL AND PROMPT ATTENTION"

Executive Office

RIVERTON, NEW JERSEY

Ward W. Pierson, Counsel

April 26, 1911.

Henry R. Hallowell & Son.

Broad bel. Chestnut Str.

Phila. Pa.

Dear Sirs:

We are making a specialty of fancy vegetables and fruits, supplying the Waldorf- Astoria and The Plaza, of N.Y. City. and are now writing to inquire whether you will be in the market for extra fine asparagus, peas, beans, peaches, strawberries, apples, etc.

Asparagus cutting will begin in the next few days and we shall be pleased to have your commands. Our grass will grade 14 spears or less per bunch, packed in moss. If you are in need of this product, kindly make us an offer for goods f.o.b. Riverton, N.J.

Awaiting your reply, we are,

Very truly yours,

MAURICE F. FINCKEN, Inc.

M. F. Fincken President.

PRESS OF THE NEW ERA, RIVERTON, N. J.

FRED. B. FERRIS, Secretary and Treasurer

Announcement

from

Maurice F. Fincken, Inc.

Horticulturists

Riverton, New Jersey

WHO ARE WE?

FIRST: An organization that stands for a *"Square Deal."*

SECOND: Specialists in Horticulture.

WHAT IS OUR BUSINESS?

FIRST: Scientific Fruit Culture.

SECOND: Consulting Orchardists and Shippers of Horticultural Products.

THIRD: Distributors of Orchard Equipment, Spray Chemicals and Agricultural Implements.

OUR LINE

THE BEST

Gasoline-Power and Hand Pumps, Hose, Nozzles, Stops, Rods, Etc.

Lime-Sulphur
Pyrox
Sulfocide
Arsenate of Lead
Paris Green
Copper Sulphate (Bluestone)
Burnt Lime (Calcium Oxide)
Pure Sulphur
Scalecide
Crude Oil

Tree Scrapers
Saws
Pruning Shears
Asparagus Crates
Tape and Moss
Hampers
Barrels
Boxes
Ladders

Agricultural Implements

OFFICERS

M. F. FINCKEN, President

HENRY TROTH, Vice-President

FRED. B. FERRIS, Secretary and Treasurer

PRESS OF THE NEW ERA, RIVERTON, N. J.

Blanks

Blanks is located at Tenth and Chestnut. They have a superior trade for fancy fruits which they maintain in connection with a first class restaurant. The privilege of talking with one of the members of the firm, Mr. Robert Blank, was here given. Like Hallowells they do not care for fruits or vegetables in season, unless they are for use in the restaurant, because the house wife can buy to better advantage in the open market at this time and will not pay the extra price which such stores demand. This firm have been considering the proposition of starting a dairy farm, in conjunction with their business, to supply them with cream of known quality. They would also build green houses to supply the out-of-season products which their trade demands. The management of such a farm presents an excellent chance for a trained man. The fact of their desire to undertake such a scheme is sufficient evidence to show that there is a strong demand for goods of high quality.

CHAPTER III

CAFES

The finer cafes of Philadelphia have a national reputation for the excellence of their cuisine. The cafes visited are located in the theatre and hotel district and their magnificence and quality is well shown by the circulars inclosed.

L'Aiglon

The L'Aiglon is a famous after-the-theatre cafe on Chestnut street west of Broad. The manager said he would buy locally if satisfactory produce was supplied. This was done in the case of green house tomatoes where the cafe had a standing order with the growers. It is of especial importance that, where produce is supplied direct, the supply be dependable thruout the season.

Bellevue-Stratford

The Bellevue-Stratford at Broad and Walnut is the finest hotel in Philadelphia. This hostlery has a farm from which a part of the food stuffs is supplied. It was not possible to see the manager at the time of the visit but his letter indicates his interest in having an interview at a later date.

Kuglers

Kuglers, just west of Broad on Chestnut, is generally acknowledged to be the finest cafe in the city. The manager, a Cornell man, took me over the entire establishment and was very kind in giving his viewpoint and opinions. This was

Kugler's Restaurant, Philadelphia, Pa.

KUGLERS

PHILADELPHIA CABLE ADDRESS "BELLEVUE, PHILADELPHIA"
NEW YORK CABLE ADDRESS "WALDORF, NEW YORK"

THE WALDORF

THE BELLEVUE-STRATFORD, PHILADELPHIA
THE WALDORF-ASTORIA, NEW YORK

THE ASTORIA

The Bellevue-Stratford,

Philadelphia March 23, 1911. 19

State College, #252 McAllister Hall,

Pennsylvania.

Dear Sir:-

I shall be very glad to see you, and talk over the matter to which your letter of March the twenty-first has reference.

Very respectfully,

Harrell & Company

CAFÉ L'AIGLON

L'AIGLON—A Name

The Reason For Its Choice

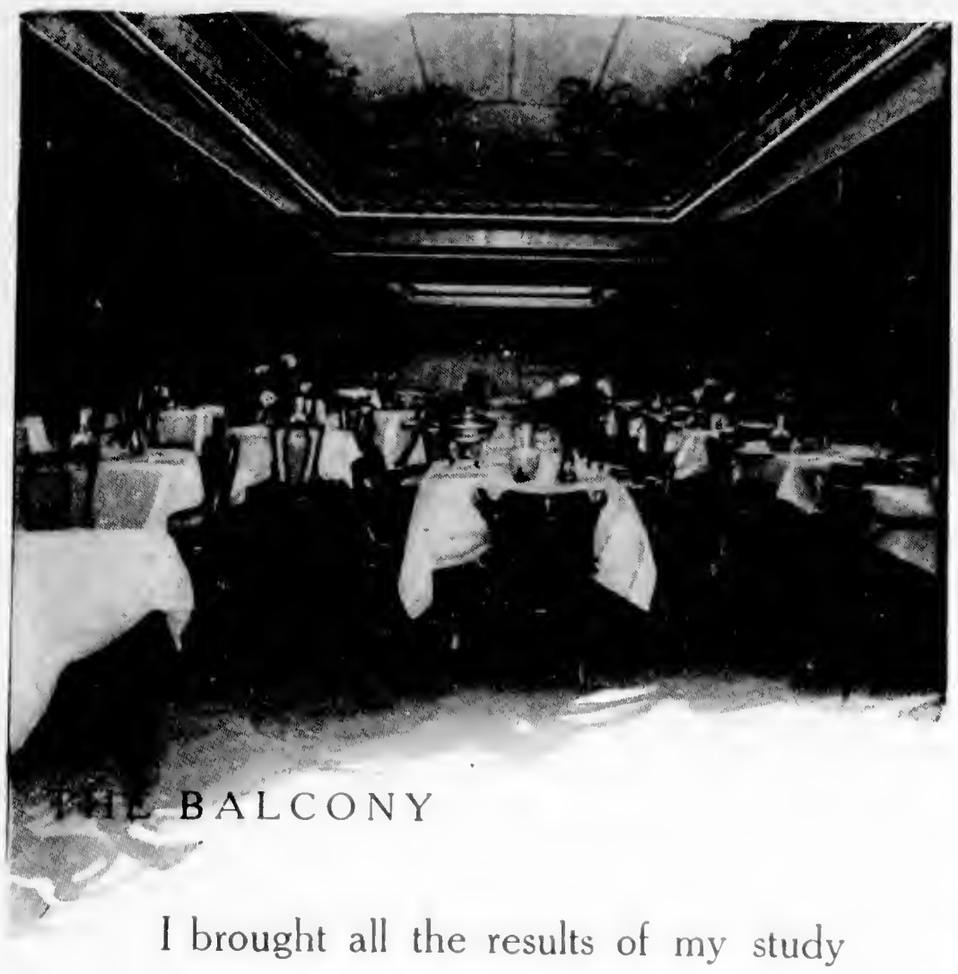
J. G. PATTON, Proprietor

I NAMED it L'Aiglon for the King of Birds, because, from the earliest dawn of history, L'Aiglon, the Eaglet, has stood for mastery. When the world was young, he flapped his golden wings on the triumphant banners of the earliest monarch of Babylon. With the eagle for their emblem, the legions of Imperial Rome became the rulers of the earth. It was with the Eagle that the great Napoleon wrecked the crowns of a score of kingdoms; it was as L'Aiglon that he affectionately knew his little son, the Duc de Reichstadt and the King of Rome, whom, in Rostand's play, the Divine Sarah and the winsome Maude Adams have interpreted to modern audiences: and in the world of commerce, the Eagle is the emblem of the Anheuser-Busch Brewing Association which I represented in this part of the country for many years.

And as the eagle is the king of birds, so must this hostelry that bears his name be the Monarch of Cafes. To that end I spent three years in a careful study of the great restaurants of the world. I was given a survey of their systems; I learned the mysteries of their cuisine; I found that the secret of perfect service was the secret of perfect management; I imported the best chefs and the best attendants that Europe afforded, men accustomed to ministering to the wants of the most cultured people, to pleasing the palates of the most celebrated epicures, and, adding to what I had acquired, the twin charm of luxury and variety,

CAFE L'AIGLON

Fifteenth and Chestnut Streets



THE BALCONY

I brought all the results of my study to bear upon L'Aiglon in the Pennsylvania Building at Fifteenth and Chestnut Streets.

You know—for who does not?—the ever-changing tableaux there presented: the soft lights, the pictured and foliaged walls, the palpitating music of the best cafe-orchestra in Philadelphia,

CAFE L'AIGLON

and that other and sweeter music: the rustle of rich gowns and the low laughter of contented men and happy women. A great restaurant is, after all, more than an eating-place, and the cuisine of L'Aiglon is the accepted criterion by which all the other cafes in the city are judged and must stand or fall. But here is something beside that, for here is what the French call "atmosphere," and here are gathered the people who make up the social, literary, artistic, musical and theatrical life of the town; who know by temperament and training what is best, and who, by long search and wide experience, know also where to find it.

Outside, while rattling cabs and snorting automobiles draw up at its doors, the trolleys go rushing down Chestnut and Fifteenth streets; crowds

Fifteenth and Chestnut Streets

THE GRILL ROOM

by day and crowds by night throng the surrounding business-center of the big city. From sunrise to sunset this is the professional and shopping district, and from sunset until almost dawn here beats the heart of the great town's life of amusement.

In the morning, distinguished travelers forsake their nearby hotels, or step over from Broad Street Station or the Reading Terminal, to breakfast. At noon the Grill Room is crowded with judges from the courts in the City Hall, or prominent lawyers from their neighboring offices discussing the celebrated cases of the day. Five o'clock comes, and you will see arriving scores of women who have dropped in for tea. And then, for dinner or after-theatre or post-operatic supper, the rooms are filled with those with whose names every reader of the newspaper is familiar.

The man-about-town has come in from his club; the society matron is giving a supper for a bevy of debutantes; the musician, the artist, the literary man, is talking aesthetics and comparing, to the advantage of America, L'Aiglon with the cafes where

CAFE L'AIGLON

Fifteenth and Chestnut Streets

MAIN DINING ROOM

CAFE L'AIGLON

Fifteenth and Chestnut Streets

his fellow-craftsmen of Europe gather and dine. Everywhere is the sparkle of jewels and the flash of wit; the glow of rich gowns upon the women and the sharp contrast of the sober evening-clothes upon the men. From the secluded nooks in the balcony, little parties look down on the happy, chattering crowd in the main dining-room below, but from the laden tables there, the merry diners have no glance to waste beyond immediate surroundings.

And the variety: therein, above all—I cannot too much insist upon it—lies the secret of L'Aiglon's excellence. To-night you will say that, from menu and decorations to the very air of the patrons, you are in the supper-room of the famous Carleton in London. To-morrow, and the dishes, the draperies, the conversation, seem all to

THE BUFFET

have been brought directly from the Cafe de Paris or the Foyot. For a night in November you will sit among the heaped corn, apples and pumpkins of a New England Harvest-Home. A month more and you will seem to be at the groaning Christmas-table of a Squire in Devonshire. Now the great cafe has assumed the

likeness of some quaint old inn along the Rhine with German food and German drink; again the guest must imagine himself at the private board of a high dignitary of an Oriental court, and yet once more you must dream that you are in Rome, in Naples, in Vienna, Venice, or Monte Carlo, with the lights of the Quirinal, the rosy Capri, the Ringstrasse, the singing gondoliers or the star-reflecting Mediterranean only a stone's throw away.

It is big, it is brilliant, it is various, but above all, it is, in its cuisine and wine-list, in its service and in its atmosphere, perfection. Tell me, now, is it not then well named L'Aiglon?

J. G. PATTON

CAFE L'AIGLON

PHILA HORSE SHOW ASSOCIATION
LADIES' SADDLE HORSE CLASS—67

WRIGHT, TYNDALE & VAN RODEN
IMPORTERS OF
PORCELAIN, POTTERY AND GLASS
1212 CHESTNUT STREET

Let Us Figure On Your Electric Work
ROYAL ELECTRIC CO.
ENGINEERS AND CONTRACTORS
25 S. 16th St., Philadelphia, Pa.

Fleischmann's
VIENNA MODEL BAKERY, Inc.
FAMOUS FOR QUALITY
TWENTY-FIRST AND ARCH STS.

When You Want Up-to-Date
TOWEL SERVICE
PHONE
THE INITIAL
TOWEL SUPPLY & LAUNDRY CO.
109-15 N. Twenty-Second Street

WALTERS, PURKS & MELLON
CONTRACTING ENGINEERS
HEATING, PLUMBING, VENTILATION
POWER PIPING and SHEET METAL WORK
1835 Ludlow Street, Philadelphia

ROBERT STEEL
Importer of
Wines, Liquors and Cigars
1508 CHESTNUT STREET
PHILADELPHIA

F. H. MILDEN & CO.
Established 1874
HOTEL SUPPLIES
Poultry, Terrapin and Game
1212 FILBERT STREET ::: PHILADELPHIA

"BUDWEISER"
KING OF
BOTTLED BEERS

HENRY R. HALLOWELL & SON
HOT-HOUSE AND IMPORTED
FANCY FRUITS
The Real Estate Trust Co. Building
Broad and Chestnut Streets ::: Philadelphia

V. CLAD & SONS
Makers of
French Cooking Ranges, Utensils, Etc.
12TH STREET, BELOW LOCUST
PHILADELPHIA

Fire, Accident, Automobile, Burglary, Life
Liability and All Kinds of Good
Insurance in the Best
Companies Only

KENDALL B. CRESSEY

416-18-20 WALNUT STREET

FRANCIS D. KRAMER CO., Inc.

DESIGNERS AND MANUFACTURERS

High Class Interior Woodwork. Cafe L'Aiglon
furnished by us.

1601-15 SPRING GARDEN STREET

M. COTTER

GENERAL PROVISIONER

Domestic and Imported Groceries and Table Delicacies
Oysters, Clams, Terrapin and all kinds of Game
Jersey Poultry and Eggs

LOCUST AND THIRTEENTH STREETS

Wholesale and Retail Both Phones

SHOWELL, FRYER & CO.

IMPORTING GROCERS

WINE AND CIGAR MERCHANTS

Distributors of "BELLEROSE WHISKEY"
"Better Than All"

Corner Market and Juniper Streets

DAVID C. BRADLEY

Dealer in

Fresh, Smoked and Salt Meats

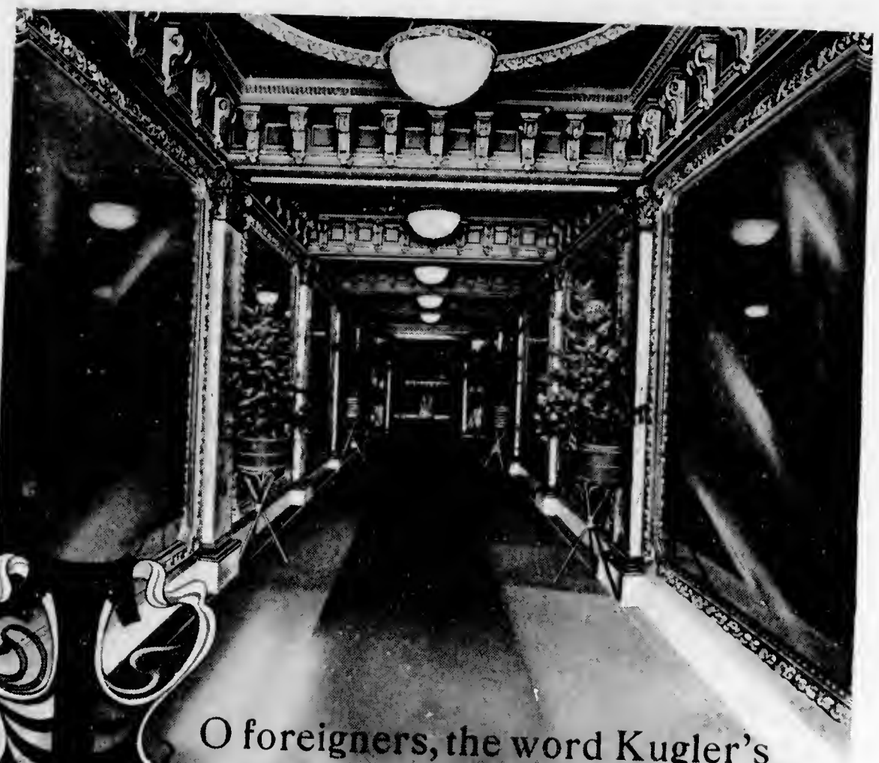
WATER AND DOCK STREETS

PHILADELPHIA

Kuglers

Kugler's
Philadelphia

1412-14 Chestnut Street



O foreigners, the word Kugler's brings to mind the world famous Gasthof established by two brothers of that name in Vienna during the 18th century; to Americans, the commodious and elegant cafe situated at 1412 and 1414 Chestnut Street, Philadelphia.

Kugler's restaurant is most advantageously located in the midst of stores and theatres, within easy access of railroad stations, and convenient to any part of the city by trolley cars.

From its opening, Labor Day, 1905, Kugler's has been a great success. Philadelphia needed a truly representative restaurant capable of accommodating at least 1000 persons, and Kugler's fills that want.

The interior of the restaurant, which represents an Italian garden, is reached through a mirror-lined lobby, the architecture of which is pure French Renaissance. The mirrors are separated by Breche-Violette columns, surmounted by capitals of golden tints.

Directly facing the entrance, against the wall, is an electric fountain representing the Goddess of the Sea, flanked by two sea lion heads.

The doorways on either side of this fountain open into the restaurant proper, which is divided centrally by a pergola covered with grape vines.

The view from the entrance is entrancing. On the main floor and on the balcony, the art of the decorator has transformed the interior into an outdoor scene in the south of Italy. Flowers hang from lattices covering the ceiling and high-climbing wisteria vines wind their way up the walls.

In place of the ordinary skylights, massive iron girders support a beautiful grape arbor made of mosaic glass. During the day the sunlight creeps in startled rays to the floor beneath, and at night the arc lamps' glow makes noon day of the scene.

There are three separate dining rooms: a ladies' dining room, the cafe proper, and the theatre party room, on the balcony floor front. The two latter are for ladies and gentlemen, where smoking is permitted, and, although the men smoke, many ladies prefer to dine here rather than in their own private room.

The west side of the main dining room is used mainly by the gentlemen for the noon day lunch and the modern

grille, and the oyster bar has been placed here. The floor, where not hidden by oriental rugs, is seen to be of Italian marble and mosaic. In the main dining room and the ladies' dining room adjoining, decorative sumptuousness reaches its climax.

Every detail is in perfect accord with its neighbor: the lights, the carpets, the hangings, the art pieces, the decorations, all in glorious confusion, yet one harmonious whole.

As the beautiful picture of the room thrown on the eye pleasurably affects the sense of refined elegance, so the foods and viands delight the palate of the epicure. Every portion of the globe contributes its mite of eatables and drinkables. Chefs of various nationalities prepare the food; the best home dishes are cooked in the most homelike

way, the best French dishes cooked in the most approved French way.

The management through long experience has mastered the *savoir faire* of the restaurant business, and is always ready to add to the enjoyment of the guests by providing special facilities for small or large dinners.

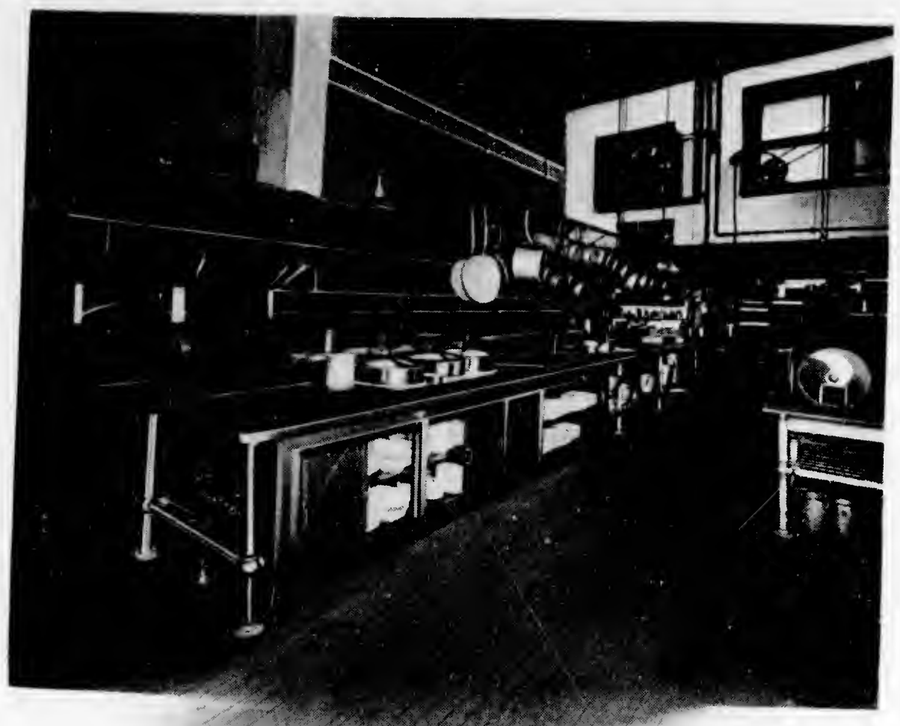
To see Kugler's at its best, one should visit during the rush after the theatre. Special tables are prepared for parties, and the capacity of the restaurant is taxed to its uttermost. An orchestra on the balcony provides music during the day and evening. Most of the selections played are by request of the patrons, and an evening's programme may exhibit a range of music from Wagnerian opera to ragtime.

Sunday the restaurant opens at 4 o'clock, p. m., and many avail themselves of the opportunity to secure a dainty evening lunch as a top off to a late dinner.

On the third floor front is a magnificent banquet room reached by an elevator from the east Chestnut Street entrance.

The walls and floors are a rich red of original design fading into an old ivory tint ceiling. The banquet room, which will accommodate 250 persons, is supplied with its own separate kitchen.

The wall spaces are adorned with famous pictures from the French Salon. Among others, "Frou Frou," by Clairin, and "Surprise," by Gilbert, are most noted, both being large masterpieces. Tables of all shapes and sizes are pro-



vided, and societies, fraternities, college organizations, etc., can be better handled here than elsewhere. The management is always ready to prepare specimen menus for banquets.

The public portions of Kugler's took many months to build, but the "behind the scenes," that is, the kitchens, etc., was a development of years.

The essentials of a restaurant are: 1st, Cleanliness; 2d, The best the world's markets afford; 3d, Refrigerating processes for keeping food; 4th, Excellent cooking; 5th, Correct service. Kugler's exemplifies all of these proper essentials. As regards refrigerating, the cellar is fairly lined with ice boxes. Meats, vegetables, game, poultry, oysters, etc., have separate compartments. The wine cellar has its own collection of refrigerators, with each wine kept at its proper temperature.

With such profusion of plants and foliage as one finds in the main cafe, the system of cleaning must be of interest to the public.

The ordinary method of sweeping and dusting was found impracticable, and a system of vacuum pumps was installed. These pumps are located in the cellar, and are connected with a complete system of piping, which extends through the entire building, with outlets in each room and hallway. A hose fitted with various nozzle devices is attached to the outlet, and presto! all the dust and dirt is sucked up from the carpet, walls and decorations, and passes down into the cellar.

After months of experimenting, the ventilating problem at Kugler's has been solved. Pure air is drawn from above the roof; at the same time it is cooled in summer by refrigerating pipes or warmed in winter by steam coils, after which it is driven through ducts to every part of the building. It enters every room through unobtrusive gratings in the walls. It gently pervades the room and then passes, assisted by exhaust fans, to the outside of the building. A continual circulation of air is maintained without draughts.

Every visitor is a guest, indeed, and no effort will be spared to give every luxury and comfort one can desire.

the only place where any considerable amount of food products was secured direct from the producer because of excellence of quality. Illustrations of their exactions for goods par-excellance will serve to bring home the importance of quality. The canned asparagus comes from California and is shipped in tins holding three pounds and averaging fourteen stalks to the can. One of these cans was opened and the stalks were as large around as a childs' wrist and were unusually succulent. During the growing season the cafe employs a Jap, who is a specialist in this line, to examine the best fields in the asparagus belt and personally select and cut the finest stalks for this restaurant. The asparagus that comes in the regular season is supplied by an old man near Philadelphia who is an expert in its production. Kuglers contract for his entire crop and if they have more than they can use the balance is shipped to New York, because a local reputation has been established in this cafe for this particular asparagus which they do not care to divide. In the case of celery, hearts only are used. This crop is supplied by a man in northern Pennsylvania who grows a variety peculiarly adapted to their needs.

Philadelphia.

Paris,
17 Boulevard Poissonniere.

New York.

Gimbel Brothers

Cable Address
Gimbel.

Philadelphia, March 25, 1911. 191

[illegible],

State College, Pa.

Dear Sir:

In answer to your communication dated March 21st will say that we would be more than pleased to see you whenever convenient to call on us.

Yours respectfully,

GIMBEL BROTHERS.

per E. L. Smyser,

Mgr. Pure Food Store.

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per E. L. Smyser,

Mgr. Pure Food Store.

GIMBEL BROTHERS Pure Food Store is kept under a double inspection.

Chemists attest the purity of the goods we offer.

Experts further see that the groceries are appetizing in taste and appearance.

It is an altogether new departure in food selling—and to the customer truly economical and safe.

CHAPTER IV

PURE FOOD STORES

The pure food stores differ from the fruit stores in that the former carry a general line of food stuffs in which horticultural products form only one department among many others. The trade of these stores covers a much broader class of buyers and their prices are a trifle lower than at the fruit stores.

Gimbel Brothers

Gimbel Brothers, at Eighth and Market, have a pure food salesroom as one of the features of their large department store. Little is purchased direct from the producer but they would be willing to buy small quantities of first class goods if the latter can be supplied thruout the season. If a customer prefers any particular brand of goods it is essential to the business that this stock be kept constantly on hand, else dissatisfaction results. The manager suggested a good opening for the fruit grower in the production of crab apple cider, a product which cannot be purchased in the open market. Gimbels sell a great deal of fruit in small baskets. Peaches, apples, plums, etc. in neatly packed hand baskets would find a ready sale here.

Mitchell, Fletcher & Company

Mitchell, Fletcher & Co. are wholesale and retail grocers. They handle a large amount of fruit for the local family trade and also make a specialty of home made preserves. First class jellies and canned fruits, if packed in a clean and

Cable Address
"Fletcher" Philadelphia

Mitchell, Fletcher & Company

INCORPORATED

Grocers

Main Store and Offices
Sixteenth and Chestnut Streets

Central Store
Eleventh and Chestnut Streets

Germantown Store
5708 Germantown Ave.

Atlantic City Store
Atlantic & Morris Aves.

HENRY F. MITCHELL
President
GEORGE W. B. FLETCHER
Vice-President
JOHN S. ENGART
Secretary
JAMES F. MURPHY
Treasurer
DAVID L. HEMMERLY
General Manager

Philadelphia April 28, 1911

State College, Pa.

Dear Sir:-

We have your favor of the 24th inst. Replying, we quite agree with you that the present-day farmer has not as yet been able to master the selling end of his products. He does not realize to any great extent that it is necessary. He does not see the importance of producing and furnishing a uniformly high-grade article.

We have no doubt that success will come to any one who will go into the producing of high-grade fruits and vegetables and will handle the business intelligently, with the firm belief that quality will always bring the best price.

We are sending you under other cover a copy of our price-list. You will note by this that we handle comparatively few products direct from the farm.

Very truly yours,

Mitchell Fletcher & Co., Inc.

JSE/JGD

MRS. RIVINUS'

Homemade Brandied Peaches, Jams Jellies and Pickles

Especially recommended to those desiring pure sweets. In these days of food adulteration it is all-important to supply the nursery and afternoon tea table with something at once dainty and wholesome

Brandied Peaches made from a famous old receipt a specialty

ALWAYS CARRIED IN STOCK BY

MITCHELL, FLETCHER & COMPANY, Incorporated

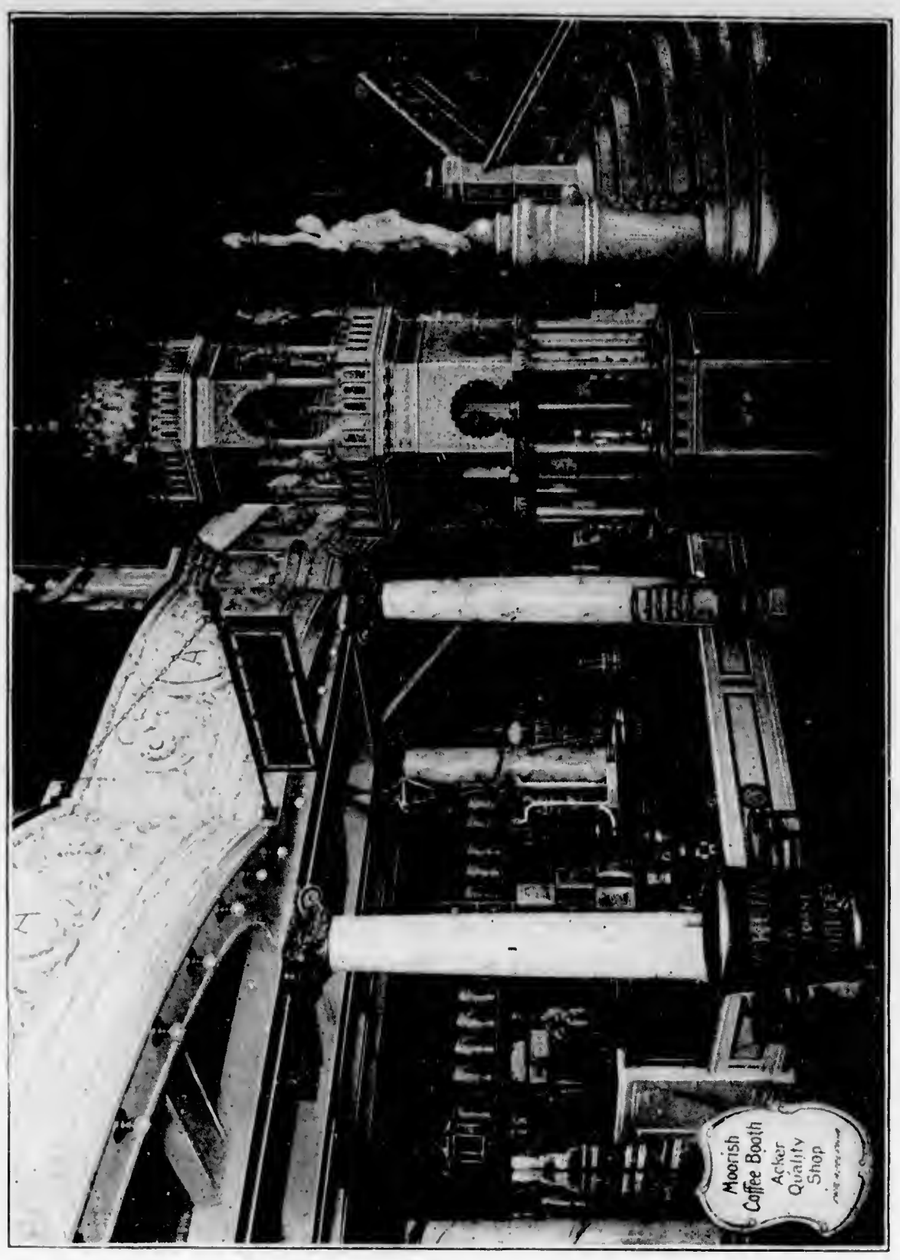
TIGHT BINDING TEXT CUT OFF

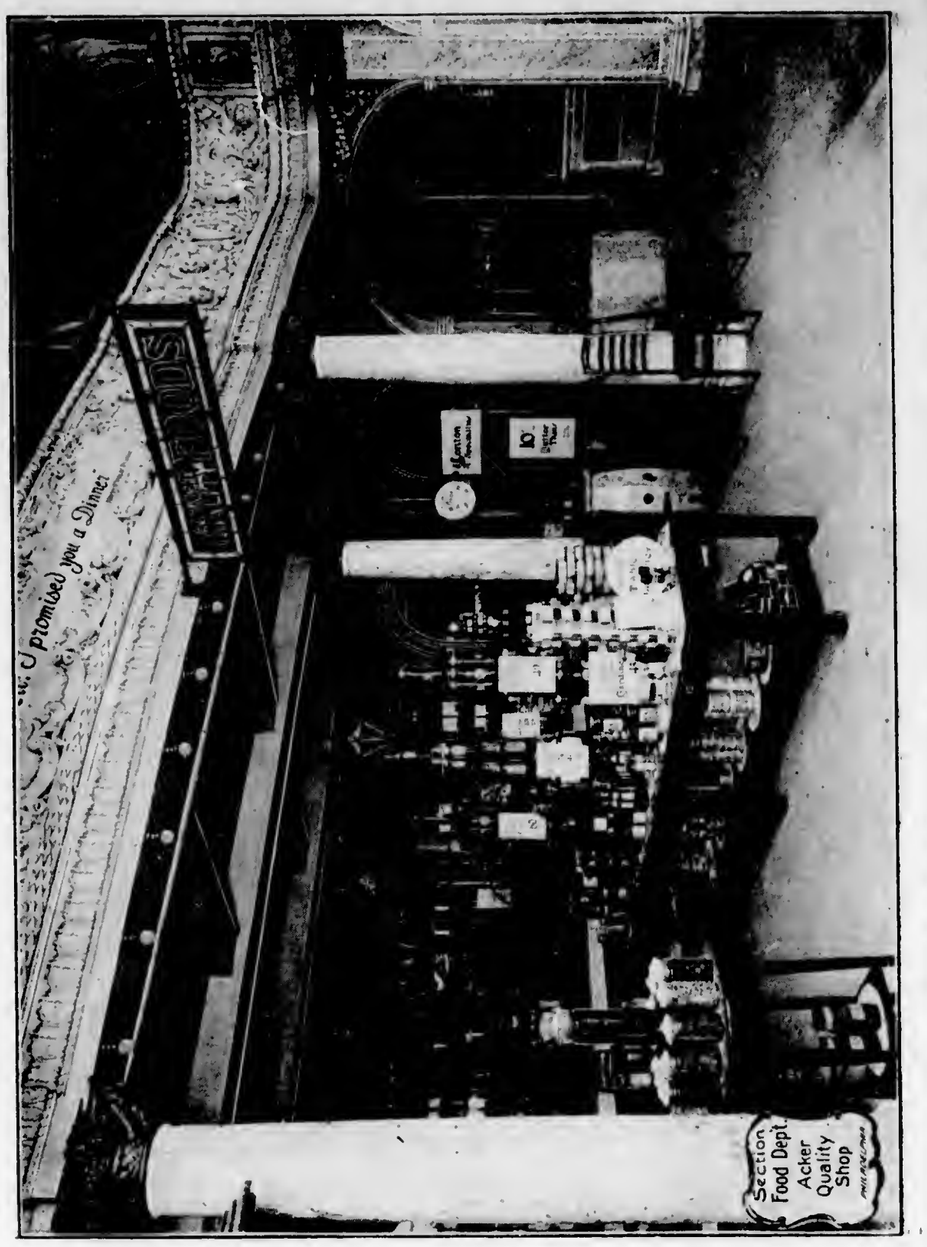
superior manner,would be in demand here.It was not possible to visit this store but the enclosed letter from the secretary summarizes the general attitude of this class of stores toward the farmer.

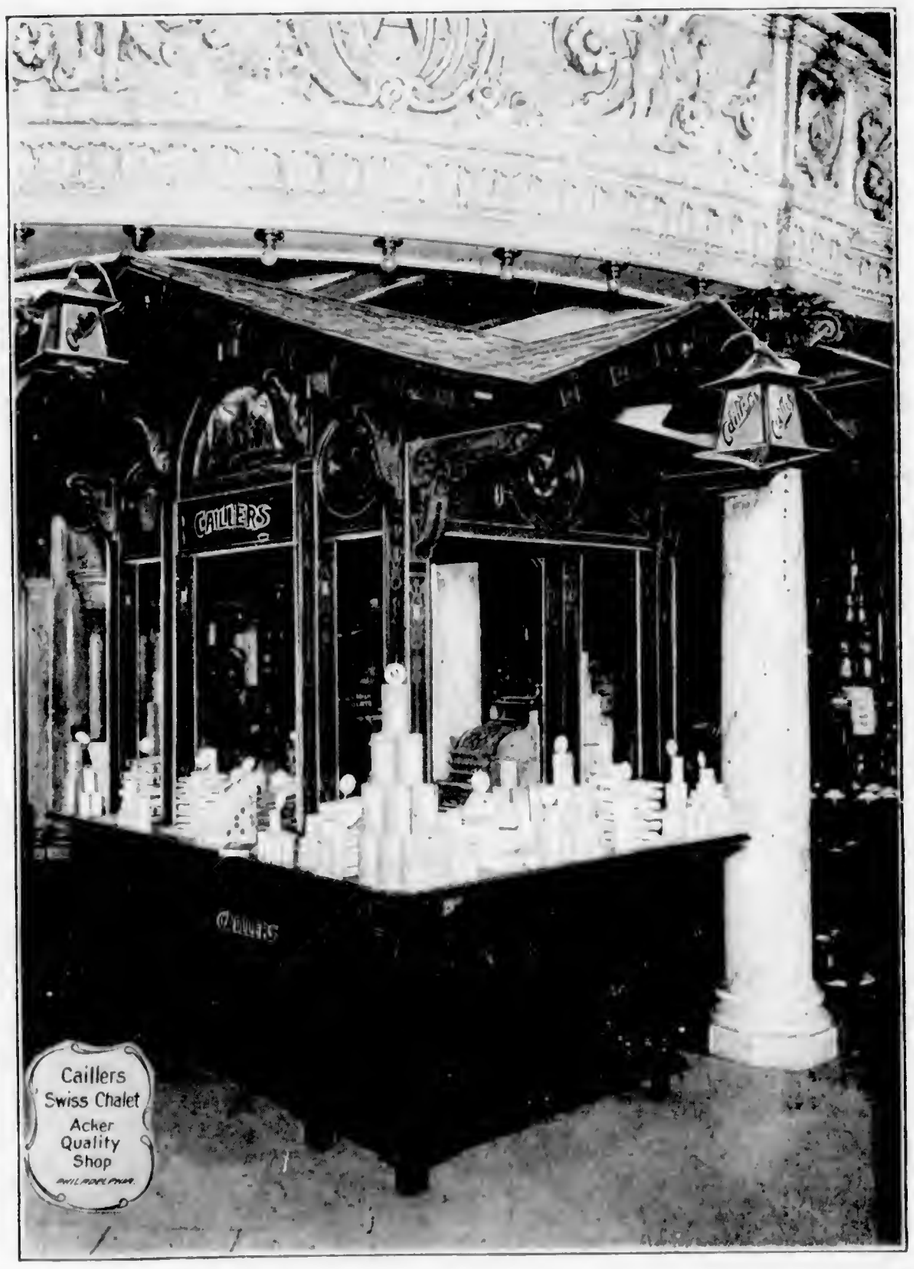
The Acker Quality Shop

The Acker Quality Shop,on Chestnut at Twelfth,is credited as the finest store of its kind in the world.This branch has a very attractive fruit department and also makes a specialty of greens that are out of season.Mr.Meredith,the fruit buyer,goes to the Dock street market every morning and,having been supplied with a list of the produce required for the day,makes his purchases.The pome fruits come from the west and sell well because of their attractive appearance and uniformity.The superior flavor of eastern fruit is recognized by the buyers,but the growers have as yet failed to pack and grade in a satisfactory manner.This store,also, could handle superior fruit in small hand packages.It was surprising to see the number of sales made-customers were buying almost all the time.

The importance of careful grading was well brought out at this store.Several crates of California asparagus had just arrived.The boxes were opened and the bundles were broken and sorted into two grades.The seconds sold for about five cents less than the original bundles would have brought.The firsts sold at about fifteen cents premium over the original pack.By this system the profits are increased about fifteen per cent over and above what they would have been if no grading had been used.



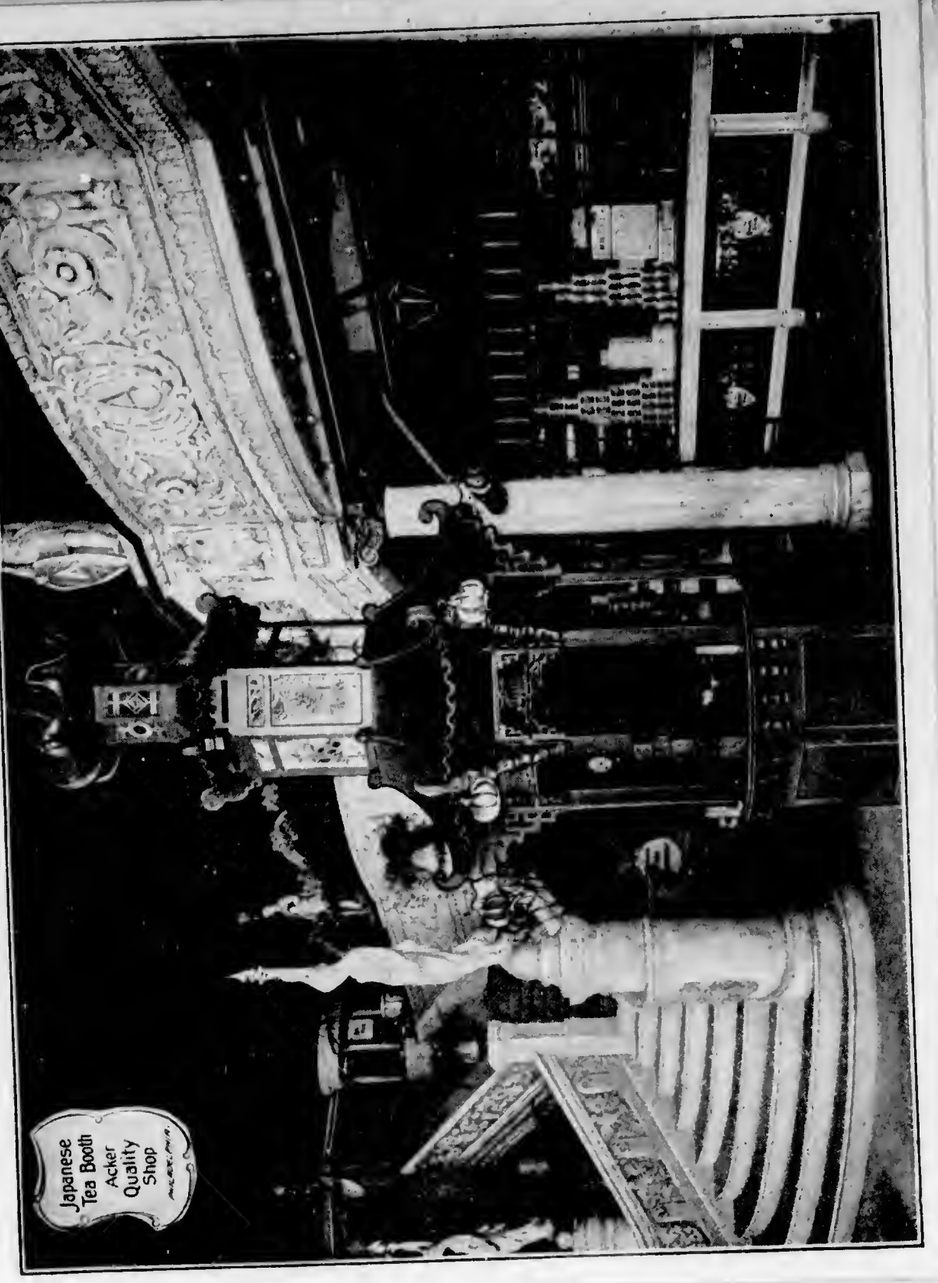


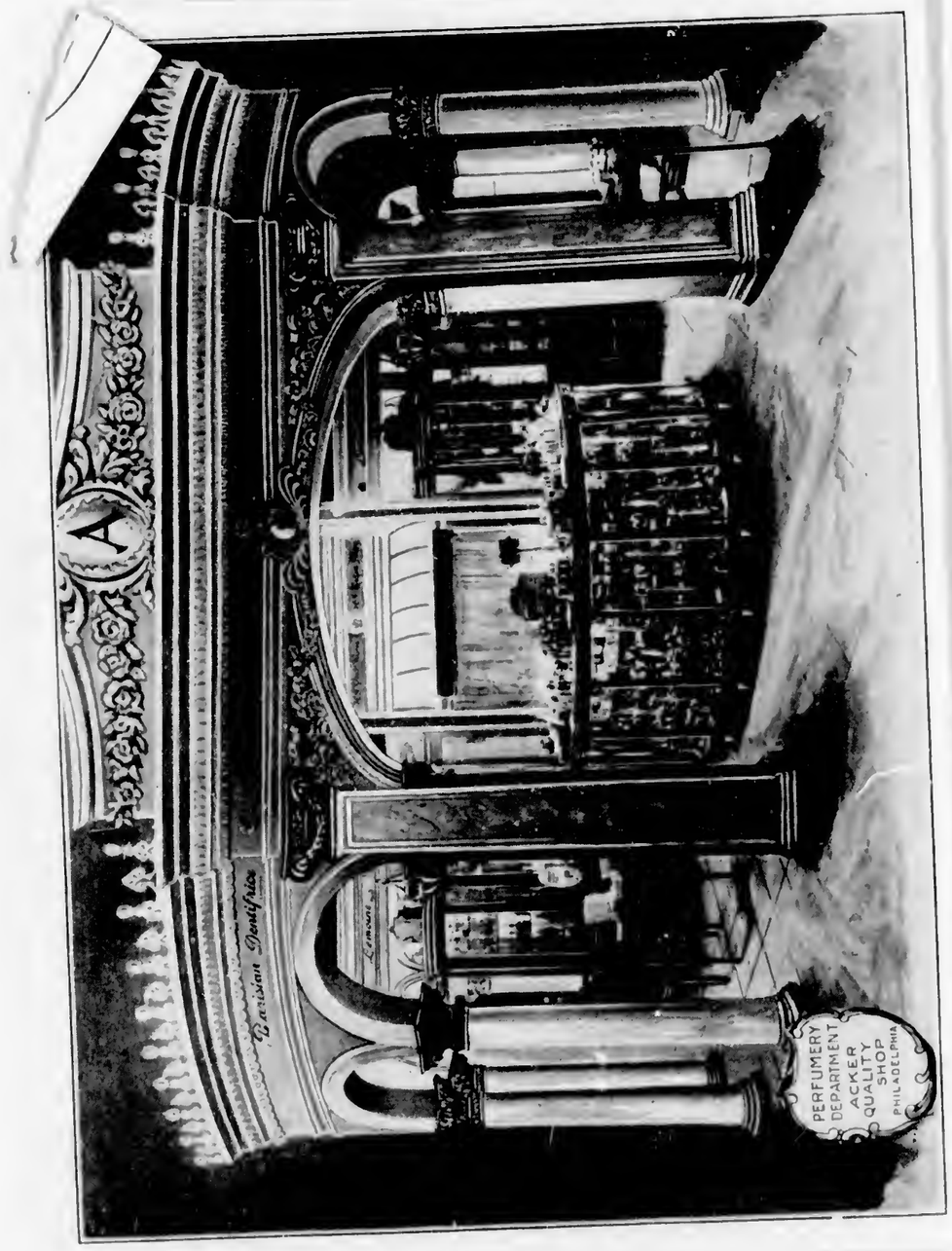


ACKER QUALITY SHOP

The writer had the pleasure of an extended talk with the proprietor,Mr.Finley Acker.He has made a life study of the business of selling goods and has found it a matter of profit to make his store just as attractive as possible.His theory is that the more attractive the store can be made to suit the desires of the buyer-both in the matter of quality of goods and their appearance-the greater will be the resulting sales .The enclosed booklet,"A Psychological Study",by Mr. Acker,gives a careful analysis of the psychology of the store and the selling system.The methods used are without a peer. Mr.Acker was very willing to give the opinions resulting from his experience.He placed special emphasis on the fact that one can establish a reputation only by maintaining a uniformily high standard.

A feature of especial interest was the project that he and other Philadelphia capitalists have of developing a railroad in Lykens Valley,one of the best farming regions in the state and especially fitted for the production of fruit and vegetables.Primarily,of course,it is a railroad proposition,but,like the Long Island Railroad,it will also be unique in having a demonstration farm where the local agricultural problems can be solved and where the possibilities of the section can be shown.The map of the proposed railway, together with a statement of the objects of the demonstration farm,have been cut from the prospectus and are here inserted. This section will be developed with the idea of supplying produce for the general Philadelphia market.This scheme will





ACKER QUALITY SHOP

ACKER QUALITY

A Psychological Study

↓

Acker Quality Shop
Chestnut and Twelfth Sts.
Philadelphia

A Psychological Study

↓

Acker Quality Shop

Chestnut and Twelfth Sts.

Philadelphia

IT'S a psychological problem in its entirety—and also in many particulars.

⚜ ⚜

When entirely completed, it will rank as the most beautiful Salesroom and unique Luncheon Balcony in the world.

⚜ ⚜

A distinguished Parisian who inspected it in its unfinished state, enthusiastically exclaimed:—

"Vous appelez celle-ci une salle de vente! En France on l'appelle un palais."

("You call this a Salesroom! In France we would call it a palace.")

"Where did you gather all these unique ideas?"—has been an everyday question by those who watched its development.

The answer is that Paris, London, the Orient, the great cities of this country and the leading World's Expositions, have all contributed some ideas to this modern scheme of adorning a strictly commercial enterprise with such a beautiful *and* artistic garb, that the buyer not only gets honest value in every purchase, but at the same time absorbs a sense *of* intellectual exhilaration such as is imparted by a visit to a gallery of art.

⚜ ⚜

ONE psychological problem is:—What will be the mental effect upon those buyers who frequent this Salesroom and Luncheon Balcony, and who, each time, have their sense *of* the beautiful quickened and developed by such artistic environments?

⚜ ⚜

A SECOND problem is this:—If the street traveller finds himself in the spacious vestibule *of* the Acker Quality Shop and then follows a natural inclination to enter *and* inspect this Gallery of Commercial Art, can he pass the artistic Soda Fountain with its 90-foot slab of genuine onyx and decline the overhanging balcony invitation:

"Sit down, and welcome to our table."

As You Like It.

The theory is that the temptation to call for an Ice Cream Soda or a Cup of rare Chocolate, Coffee or Tea will be irresistible.

A "SWEET" problem then confronts him as he leaves the invigorating fountain, and is confronted with the most bewitching array of delicious Chocolates, Bon Bons and Glace Fruit.

Shall he choose the world-renowned "39?"

Or the famous 60c. Swiss?

Or the dollar or two dollar Favorite Gift Box of Exquisite Sweets?

Or a package of the unequalled Swiss Chocolate Mints?

Or some of the rich, creamy Swiss Caramels?

⚜ ⚜

If he wants the Bon Bons for family use, or is satisfied with the usual 80c. quality, the probability is that he will order the "39."

But if he wants something still finer, he will doubtless order the "Swiss."

Or, if he wants a dainty and artistic package for gift purposes, he will probably order the "Dollar" or "Two Dollar" Favorite Gift Box, or an exclusive package from the pretty assortment at the Fancy Box Department.

⚜ ⚜

BUT another Confectionery problem is to be solved:—

Shall the 279 varieties be inspected in the three spacious show cases and shall the assortment be specially selected?

Or shall the Quick Service Counter, right at the Chestnut Street entrance, be patronized, where a freshly filled package can be had and paid for in less time than is required to secure recognition in some establishments?

This question is likely to be determined by the buyer's valuation *of* his or her own time—for at either counter the same quality is served.

⚜ ⚜

If the buyer nears the end *of* the Confectionery Department, will not he or she be interested in watching the deft fingers *of* the young ladies in the Candy Kitchen, who, with the aid of silver prongs, dip and coat the delicious Chocolates and Bon Bons which are sold at the confectionery counters?

⚜ ⚜

A SEMI-CIRCULAR marble colonnade encloses the Perfumery Shop.

Within the enclosure a large circular gold-lacquered floor case, and against the wall four bric-a-brac cabinets, contain not only a full assortment *of* the best known makes of perfumes, but also a special importation of Parisian Perfumes and Fancy Soaps; while the display cases between the ornamental columns contain a collection of Toilet Brushes and Toilet Accessories, all of which have been selected because of their quality.

Query:—Will not the recollections of the artistic beauty of this French Perfumery Department enhance the pleasure of the purchaser in the actual use of these dainty and useful toilet preparations?

⚜ ⚜

THEN comes the Pastry Department with a full line of the Acker Pastry, and also some toothsome and artistic creations of the baking art, produced by a foreign artist whose numerous medals attest his skill and ingenuity.

Query:—Are there not numerous Philadelphians who

appreciate the unusual and the truly delicious in Pastry?

⚜ ⚜

It is difficult for some to associate the artistic and beautiful with so humble a topic as "Delicatessen"—but opposite the Pastry cases an array of toothsome relishes may be seen which will whet the appetite and delight the critical eye.

⚜ ⚜

THE east side of the salesroom will make happy the lover *of* "good things for the table," for here he or she will find the choicest of everything in Coffees, Teas and Fancy Groceries.

Will not the cleanly and dainty manner in which they are displayed and handled whet the appetite, and impart a delightful sense of confidence when the food is served at the table?

In this department will also be found that attractive Swiss Chalet Booth where the hostess, in Swiss costume, distributes free specimens *of* that most delicious of all Swiss Chocolates—Cailler's.

Also the Japanese Pagoda Tea Booth where any one of the 49 varieties *of* the Acker Teas may be tested.

Also the Moorish Coffee Booth where one or all of the 26 varieties of the Acker Coffee can be tested at a moment's notice.

Will not these picturesque booths recall to mind foreign climes and add a sentimental charm to the beverages which they produce?

⚜ ⚜

THE 20-foot wide marble Staircase and the graceful lines and rich modelling of the Luncheon Balcony to which it leads, may remind you of

the Grand Opera House of Paris.

The visitors will be tempted to ascend these stairs and seat themselves at one of the round tables of the Parisian Cafe, or the English Inn, or the Men's Dutch Kitchen—if their time is limited *and* they want very quick service.

Or they may prefer taking possession of one of the tables lining the Balcony and refreshing their mind with a view of the pleasing activities in the Art Salesroom below, while renewing their strength and delighting their palate with the choicest quality food that can be served.

A psychological problem of the Balcony is whether many diners will not enjoy lunching amid such pleasing *and* versatile environments more than they would in an uninteresting and conventional restaurant?

Also whether the food is not likely to be more readily assimilated?

⚜ ⚜

SOME of the gentlemen may also prefer to occupy tables in the rear, *and* enjoy an after-dinner smoke; and when they near the Cigar Department, near the Chestnut Street entrance, and inspect the beautiful marble building erected for this purpose, they'll naturally want to try an Ackerkeywest or a La Belle Cubana, or their favorite brand *of* Imported or Key West; and in smoking it, should they suspect that Acker Quality has even made their usual brand taste better, it is but fair for them to know that all the cigars in this establishment are *kept under the most approved scientific conditions in separate humidors for Imported, Key West and Domestic brands.*

BUT the Fresh Fruit Department came near being forgotten.

It is represented by a marble-faced building which forms an appropriate background to the Soda Fountain. Convenient and Fancy Baskets of Fruits will always be found there, which will be desirable for regular home use, or to be used as gifts.

⚜ ⚜

A psychological paradox is possible, however, in this remarkable establishment.

⚜ ⚜

BECAUSE of the beautiful appointments, it would be but natural to expect that high prices would be charged. But the joke is that while all the Acker prices are popular prices, many of them are lower than those ordinarily charged for inferior goods *and* under unattractive surroundings.

The selling of the usual 80c. Quality Chocolates and Bon Bons at 39c. is an apt illustration.

As a matter of fact the difference in cost between fitting up an establishment in good taste and fitting it up in the ordinary conventional manner, is not very great—if you know how.

And the cost of the fittings need not be considered if sufficient business is done.

Another way of looking at it is that the annual interest *and* depreciation upon a beautiful interior represents less cost than what would be required for extensive advertising to bolster up an unattractive establishment.

⚜ ⚜

The "Quality" Shop Library was an after-thought—but its success is attested by its increasing membership.

THE 96 Page Acker Illustrated Catalogue and Food Cyclopedia is a useful assistant to the lover of good things for the table.

By its use, the possessors of a copy can order as satisfactorily by mail or telephone as if they visit the store.

A copy is yours for the asking.

You can then try the psychological experiment of seeing whether it fulfills its intended mission by making you feel that the most desirable establishment in Philadelphia at which to regularly deal for Confections and Food Supplies is—Ackers.

⚜ ⚜

A HEARTY Welcome awaits you at the Acker Quality Shop.

Even though all the proposed details may not be completed, the sooner you visit it, the better we'll be pleased; *and* the sooner you'll enjoy the pleasure *of* discussing with your friends, the respective points of this unique salesroom.

⚜ ⚜

P. S.

The Postscript Psychological Problem is this:—

It is the purpose, so far as practicable, to select for the Acker Quality Shop, attendants who look only upon the genial *and* bright side of life.

⚜ ⚜

IF a pessimist inadvertently creeps in, he or she must be converted into an optimist or resign.

The resulting problem is whether the concentrated cheerfulness and courtesy *of* about a hundred employees in

a single salesroom, will enable the buyers to carry away with them sufficient exhilaration to make trading seem more agreeable and less exhausting in the Acker Quality Shop than in any other salesroom in the world.

Criticisms and suggestions cordially welcomed.

Goods Shipped to All Parts of the United States

WE have sent occasional orders to Aden, Arabia; China; France; England and South America, but we frequently send orders to many distant parts of the United States to those who appreciate Acker Quality.

The following schedule may interest those living within 200 miles of Philadelphia:—

$5.00 Orders Freight Free Within 100 Miles

We prepay the freight to any railroad station within a radius of 100 miles on general orders amounting to as little as five dollars (exclusive of sugar, which is always sold at cost).

$25.00 Orders Freight Free Within 200 Miles

Orders amounting to $25.00 (exclusive of sugar) are delivered free to any railroad station within a radius of 200 miles.

$10.00 Express Orders

Orders for as little as $10.00 of Confectionery, Coffee, Tea or Cigars exclusively, are expressed free within 100 miles.

Some families get the benefit of this by "clubbing together."

$3.00 Free Package Delivery

We deliver $3.00 orders (exclusive of sugar) by train, within the railroad package system.

Finley Acker Co.

Established 18[illegible]

"Acker Quality Shop"
Chestnut at Twelfth

"Terminal Store"
Market at Twelfth

"Old Hor estead"
Eighth above Arch

PHILADELPHIA

"Atlantic City Branch"
1221-23 Boardwalk

FINLEY ACKER
CHESTNUT AT TWELFTH
PHILADELPHIA

March 30, 1911.

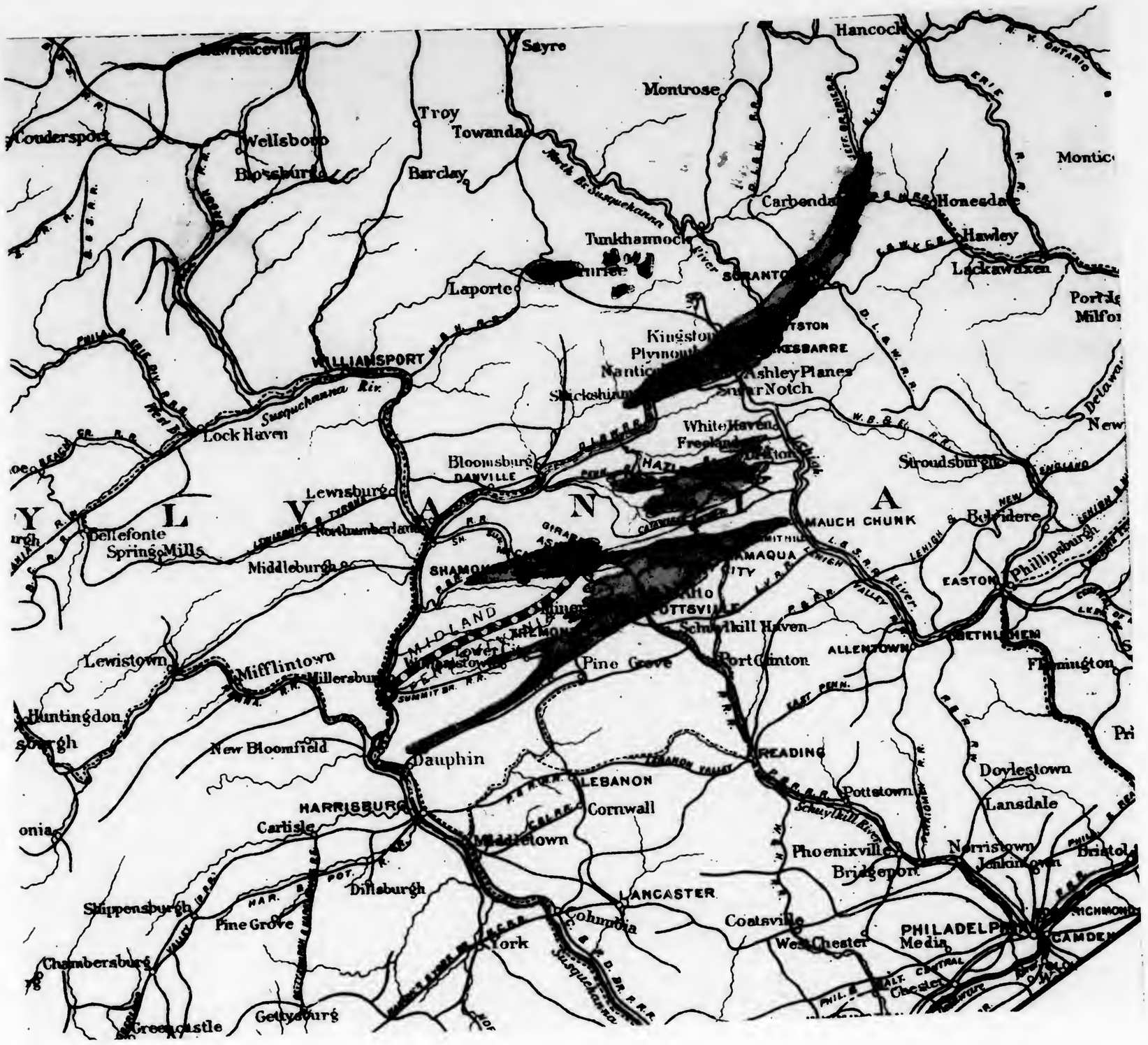
State College,
Pennsylvania.

I duly received your letter of the 21st inst., and will be very glad indeed to have you call on me on either the 14th or the 15th of April, as I have every reason for expecting to be in the city at that time.

With kind regards, I am

Yours very truly,

Finley Acker



PROPOSED DEVELOPMENT OF LYKENS VALLEY

2nd:—The Demonstration Farm will require large quantities of fertilizer, plants, seeds, etc., and its influence will be to stimulate farmers all through the Valley to largely increase their use of fertilizers and produce larger crops.

2nd—The Demonstration Farm, because of its advanced methods, will be visited by farmers and fruit growers from all parts of the Valley to get the benefit of reliable instruction, and will also be visited by others who are interested in intensive farming.

PLAN FOR DEMONSTRATION FARM

also have a system of cooperative selling which will be patterned after that of the Western Fruit Growers Association. This is an excellent example of the trend of modern agriculture in the east and shows the friendly interest of the eastern trade in offering the local agricultural sections the pick of the market.

CHAPTER V

CONCLUSIONS

Altho the establishments examined were widely different in character,there were,nevertheless,certain fundamentals which they possessed in common.This trade is not open to one engaging in general agriculture but is limited to one specializing in some particular phase of farming.At the present time the bulk of the produce is bought on the open market where the buyers can make certain of the quality of the goods by personal inspection.These buyers are satisfied that the east can produce the desired quality and are willing to buy direct from the small producer if the latter will pack his goods uniformily and will maintain a high quality thruout the season.It was interesting to note that each type of store had under serious consideration the development of a supplementary farm which would supply them with fresh,first class goods for their select trade.The market is best when any given product is out of season but will be good all the time if quality is maintained. Finally,the trade wants the very best the market can afford and are willing to pay a premium for it.Hence the opportunity of the horticulturist for first class trade in Philadelphia is excellent because it rests on a basis economically sound.

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Blank's

1024-26 CHESTNUT ST.

PHILADELPHIA

PRICE LIST

Any article served in our Salon can be purchased at the counters, or sent to your home on request.

Estimates given for Luncheons and Banquets.

Blank's Ice Cream — Standard for Forty Years.

Orders by Phone Promptly Delivered.

ICE CREAMS

Vanilla	60c
Strawberry	60c
Chocolate	60c
Lemon	60c
Peach	60c
Banana	60c
Caramel	70c
Bisque	70c
Coffee	70c

WATER ICES

Apricot	80c
Banana	80c
Cherry	80c
Grape	80c
Lemon	60c
Orange	60c
Peach	80c
Raspberry	80c
Strawberry	80c

FROZEN FRUITS

Apricot	80c
Banana	80c
Cherry	80c
Grape	80c
Peach	80c
Pineapple	80c
Raspberry	80c
Strawberry	80c
Orange	80c

FANCY ICE CREAMS

Plombiere	$1.50
Llalah Rhook	1.25
Biscuit Tortoni	1.25
French Vanilla	1.00
Tutti Frutti	1.50
Burnt Almond	1.00
Croquette	1.00
Individual Forms	$3.00 Doz.
Oranges filled with Punch	4.50 Doz.
Ice Cream Meringues	2.00 Doz.
Whipped Cream Meringues	1.50 Doz.
Individual Bricks	2.50 Doz.
Individual Pudding Forms	4.50 Doz.
Croquette Ice Cream	4.50 Doz.

SHERBETS

Peach	$1.00
Orange	1.00
Creme de Menthe	1.00
Strawberry	1.00
Grape Fruit	1.00
Pineapple	1.00
Raspberry	1.00

GLACE

Bomb	$1.50 Qt., $4.50 Doz.
Bisque	1.50 Qt., 4.50 Doz.
Cherry	1.50 Qt., 4.50 Doz.
Orange	1.50 Qt., 4.50 Doz.
Tutti Frutti	1.50 Qt., 4.50 Doz.

MOUSSE

Cafe	$1.50
Orange	1.50
Strawberry	1.50
Chocolate	1.50
Raisin	1.50
Peach	1.50
Pineapple	1.50
Raspberry	1.50

PUNCHES

Roman	$1.00
Claret	1.00
Cherry	1.00

PARFAITS

Coffee	$1.00 per Qt.
Chocolate	1.00 per Qt.
Strawberry	1.00 per Qt.

PUDDINGS

Nesselrode	$1.50 per Qt.
Montrose	1.50 per Qt.
Sultana Roll	2.00 per Qt.

ORNAMENTED ROUND CAKES

Plain Pound	60c
Currant Pound	60c
Citron Pound	60c
Washington	60c
Madison	60c
Lady Baltimore	60c
Marseilles	60c
Almond Sponge	60c
Plain Sponge	60c
Lady	60c
Angel	60c
Sunshine	60c
Brod Tart Fruit	60c
Demi Tart Fruit	60c

SMALL PLAIN CAKES

Lady Fingers	60c per Pound
Queen Cakes	60c per Pound
Lemon Sponges	60c per Pound
Jumbles	60c per Pound
Fancy Cakes	80c per Pound

CAKES

Chocolate Wine	50c per Pound
Cream Sponge	50c per Pound
White Mountain	40c, 60c, 90c, $1.20
Chocolate Layer Mountain	40c, 60c, 90c, $1.20
Plain Pound	50c per Pound
Citron Pound	50c per Pound
Currant Pound	50c per Pound
Almond Sponge	50c per Pound
Lady	50c per Pound
Ornamented Round	60c per Pound
Fruit Cake in Tin Boxes	80c per Pound
Wedding Cakes in Fancy Boxes,	$50.00 per Hundred
Caramel Cake, 20 Slices	$2.40
Chocolate and Vanilla Eclairs	$1.00 per Doz.
Cream Puffs	1.00 per Doz.
Charlotte Russe	1.20 per Doz.
Lady Lock	1.00 per Doz.

COFFEE CAKES, BUNS, Etc.

Cinnamon Bun	30c per Pound
Coffee Cakes	50c per Pound
German Coffee Rings	50c, 70c, 90c
Soft Ginger Bread	30c per Pound
Spanish Bun	40c per Pound
Milk Biscuits or Rolls	12c per Doz.
Rusks or Tea Buns	15c per Doz.
Cross Buns	20c per Doz.

PASTRIES

Cheese Pie	60c
Pumpkin Pie	70c
Mince Pie	75c, $1.00
Apple Pie	70c
Lemon Meringue Pie	70c
Peach Pie	70c
Walnut Tart	$1.00 per Doz.
Raspberry Tart	1.00 per Doz.
Peach Tart	1.00 per Doz.
Wine Croquette	1.00 per Doz.
Patti Shells	75c per Doz.
French Crullers	30c per Doz.
Doughnuts	60c per Doz.
Calves' Foot Jelly	25c, 50c
Blank's Gingeresses	10c per Box
Pulled Bread	50c per Pound
Zweibach (Sweet)	35c per Pound

SALADS

Asparagus	$2.50 Qt.
Celery	2.00 Qt.
Crab	3.00 Qt.
Fruit	3.00 Qt.
Lettuce	1.50 Qt.
Lobster	4.00 Qt.
Potato	1.50 Qt.
Sweetbread	3.00 Qt.
Waldorf	3.00 Qt.
Chicken	3.00 Qt.

CUTLETS

Salmon	$3.00 Doz.
Sweetbread	3.50 Doz.
Chicken, (breast)	7.50 Doz.
Lobster	3.50 Doz.
Oyster	3.00 Doz.
Crab	3.00 Doz.
Rockfish	3.00 Doz.

FISH

Diamond Back Terrapin	$7.00 per Qt.
Terrapin	5.00 per Qt.
Lobster a la Newburg	4.50 per Qt.
Deviled Lobster	3.50 per Qt.
Deviled Crab	3.50 per Doz.

OYSTERS

Fried, per Hundred	$4.00
Broiled, per Hundred	4.00
Creamed, per Hundred	4.00
Roasted, per Hundred	3.00
Raw, per Hundred	1.50
Deviled, per Dozen	3.50

PATTIES

Chicken	$3.50 Doz.
Oyster	3.50 Doz.
Sweetbread	3.50 Doz.
Mushroom	4.00 Doz.
Lobster	4.00 Doz.
Terrapin	8.00 Doz.
Oyster Crab	6.00 Doz.

CROQUETTES

Sweetbread	$3.50 Doz.
Chicken	3.50 Doz.
Oyster	3.00 Doz.
Crab	3.00 Doz.
Rice	1.50 Doz.
Potato	1.50 Doz.
Sweet Potato	1.50 Doz.

SANDWICHES

Club	$3.50 Doz.
Club, Boston	4.50 Doz.
Chicken, minced or sliced	2.40 Doz.
Tongue	1.20 Doz.
Ham	1.20 Doz.
Cheese	1.20 Doz.
Cress	1.75 Doz.
Egg	2.25 Doz.
Beef	3.50 Doz.
Lettuce	1.75 Doz.
Peanut	1.75 Doz.
Olive	1.75 Doz.
Minced Chicken and Lettuce	3.00 Doz.

We will deliver Ice Cream and Cake to your home—City or Suburban Delivery.

Everything sold in our establishment is manufactured by us on the premises.

Choice Fruits—In and Out of Season.

End of Title